

ABSTRACT OF THE DISCLOSURE

In processing for generating content management information, when a predetermined period has elapsed since a movie by use of a content was premiered, an initial information of the content is read. Subsequently, all pieces of utilization result information that have initial information which is on the same level as the initial information of the content are extracted from a database. Then, using the extracted utilization result information, an average value of utilization results for each of utilization modes is calculated, to generate content management information containing the calculation result. Based on the content management information, a content management agent predicts a result of utilizing the content in any other utilization modes in the future, to decide in which one of the utilization modes it is to be utilized. Therefore, it is possible to manage contents easily and effectively.